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Appl. No. 09/801,195  
Amdt. dated October 22, 2003  
Reply of Office Action of August 28, 2003

### REMARKS/ARGUMENTS

Claims 20-26 and 28-38 are pending in this application with claim 20 being amended by this response.

Applicant believes that the Examiner misunderstands the phrase "single component" as disclosed in the present claimed invention. Therefore, claim 20 has been formally amended by this response to more clearly state what is meant by the above phrase. Specifically, claim 20 has been amended to state "and the second hook element forming a single component and the housing (3) with an external side wall(17) and internal side wall (18) both forming one single component with the housing (3), the external side wall (17) and the internal side wall (18) being approximately parallel to each other". Thus, claim 20 clearly states that a single component is formed from the second hook element, the housing, the external side wall and internal side wall. Support for this amendment is found throughout the specification and specifically on pages 3 and 4 of the specification.

Claim 20 was rejected under 35 USC 102(b) as anticipated by Emile, Jr., US 4,367,467 on the grounds set forth in the Office Action.

The present claimed invention recites a display device (1) having a housing (3). On a front side of the housing (3), facing a viewer, a liquid crystal cell (2) is mounted. A printed circuit board (4) is arranged on a rear of the housing (3) for making electrical contact with a liquid crystal cell (2). A contacting

element (8) is clamped against the liquid crystal cell (2) and is approximately plate-shaped and is guided at its larger sides (13, 14) in the housing (3) for making electrical connection with the printed circuit board (4) and the liquid crystal cell (2). The contacting element is arranged between the printed circuit board (4) and a contacting region (7) of the liquid crystal cell (2) is arranged outside a display region (6) and the liquid crystal cell (2). The housing (3) is provided with a first hook element (9), as a mating holding element for the clamped contacting element (8), which engages over the liquid crystal cell (2) in the contacting region (7). A second hook element (10) engages over the liquid crystal cell (2) in a region which lies opposite the contacting region (7) and is arranged outside the display region (6) of the liquid crystal cell (2). The second hook element forms a single component with the housing (3). The housing (3) includes an external side wall (17) and an internal side wall (18), both forming one single component with the housing (3). The external side wall (17) and the internal side wall (18) are approximately parallel to each other. The contacting element (11) is guided between side walls (17, 18).

Emile, Jr. discloses a device for mounting a liquid crystal display to a circuit board where a holder is positioned between the LCD and the circuit board. A cover is positioned around the LCD and the holder is secured to the board. The Examiner states that Fig. 11 of Emile, Jr. shows that a single component is formed. However, Fig. 11 shows the LCD and a corrective lens forming one single component. Thus, applicant respectfully submits that the Examiner misunderstood the reference of the expression "to form a single component" as originally disclosed in the claim 20. Therefore, amended claim 20 clarifies that the second hook element is connected to the housing so as to form a single component and moreover the first housing part (external

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housing) and the second housing part (internal housing) are connected to one another so as to form the single component (see pages 3 - 4 of the specification).

Furthermore, the Examiner states that Emile, Jr. discloses "the second hook element (lower 72) which engages over the LCD". However, contrary to the Examiners assertion, Emile Jr. does not disclose the second hook element engaging over the LCD. Rather, Emile Jr. discloses resilient clips 72 that "snap fit around opposite sides of the circuit board 36" (see column 4, lines 30 - 36). This feature of Emile Jr. is further shown in Figures 2, 5 and 6, whereby the resilient clips do not engage over the LCD, but rather engage over the circuit board 36. This is unlike the present claimed invention whereby the second hook element engages over the LCD.

The single component formed by the housing and the second hook element is not only new but also solves a problem present in devices disclosed in Emile, Jr. Frequently malfunctions of LCD's are caused by the method of mounting the LCD. LCD's are very pressure-sensitive and the holding-pressure exerted by devices as disclosed in Emile, Jr. is not distributed homogeneously as in the present claimed invention. Very often the thickness of the liquid crystal is modified due to the holding-pressure and the contrast of display is lowered or completely eliminated. This is the precise problem with the device of Emile, Jr. It is nearly impossible to manufacture the printed circuit board, the frame element (34) the combined LCD and lens (56, 40) and the cover (81) with the hook elements (72) with the necessary accuracy to homogeneously distribute the pressure over the LCD. In the device disclosed by Emile, Jr. the worst case scenario is the holding-pressure on the LCD does not exceed the acceptable limit. Therefore, the housing, the second hook element and the internal

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and external side walls forming a single component as in the present claimed invention is crucial. The configuration of the present claimed invention allows, within one moulding procedure, the necessary accuracy required in producing this single component. The result of the single component of the present claimed invention are realized much easier than having a plurality of elements, as is disclosed by Emile Jr. Moreover, the arrangement of the present claimed invention is much more stable and easier to mount and saves further costs due the reduction of components with respect to mounting and storing. Due to the invention the influence of inaccuracies of the PCB is completely eliminated.

In view of the above remarks and amendment to claim 20, it is respectfully submitted that since Emile Jr neither discloses nor suggests a single component being formed by the second hook element, the housing and the internal and external walls, the present claimed invention is not anticipated by Emile Jr. Thus, it is further respectfully submitted that this rejection has been satisfied and should be withdrawn.

Claims 21-26 and 28-38 were rejected under 35 USC 103(a) as unpatentable over Emile, Jr., US 4,367,467 for the reasons stated in the Office Action.

As discussed above, Emile Jr. discloses a device for mounting a liquid crystal display to a circuit board. However, Emile Jr neither discloses nor suggests that the second hook element and the housing forming a single component as in the present claimed invention. Additionally, Emile, Jr. neither discloses nor suggests that second hook element, the housing and the internal and external walls form a single component as in the present claimed invention.

In view of the above remarks, it is respectfully submitted that the present claimed invention is not unpatentable in view of Emile, Jr. As claims 21 - 26 are dependent on allowable claim 20, it is respectfully submitted that claims 21 - 26 and 28 - 38 are allowable for the same reasons as discussed above with respect to claim 20. Thus, it is further respectfully submitted that this rejection has been satisfied and should be withdrawn.

In the event there are further issues remaining the Examiner is respectfully requested to telephone attorney to reach agreement to expedite issuance of this application.

Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Since the present claims set forth the present invention patentably and distinctly, and are not taught by the cited art either taken alone or in combination, this amendment is believed to place this case in condition for allowance and the Examiner is respectfully requested to reconsider the matter, enter this amendment, and to allow all of the claims in this case.

Respectfully submitted,  
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CERTIFICATE OF MAILING UNDER 37 CFR SECTION 1.8(a)

I hereby certify that the accompanying Amendment is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on October 22, 2003.  
Dated: October 22, 2003

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